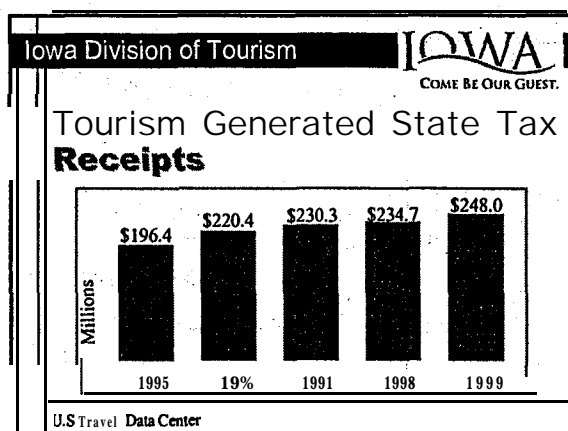
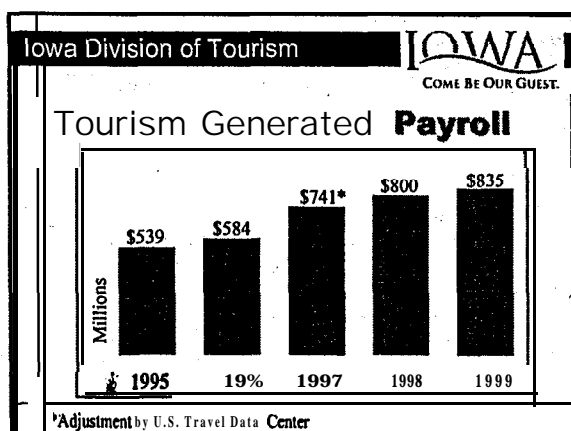
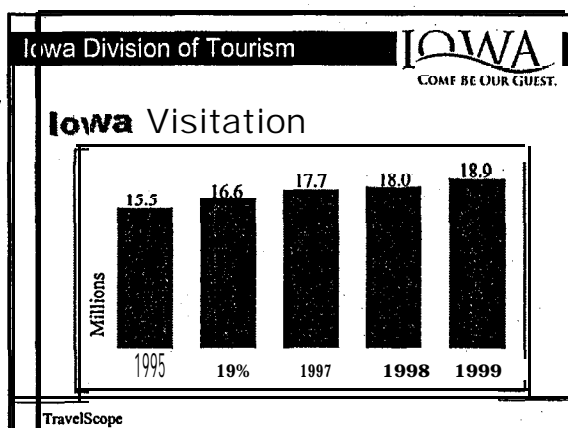
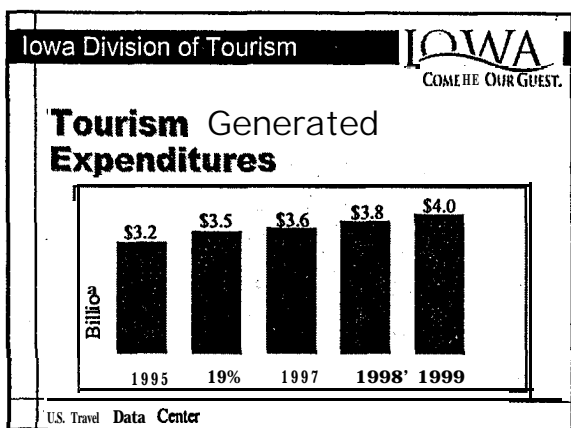


Iowa Division of Tourism **IOWA**
COME BE OUR GUEST.

Tourism Program Purpose

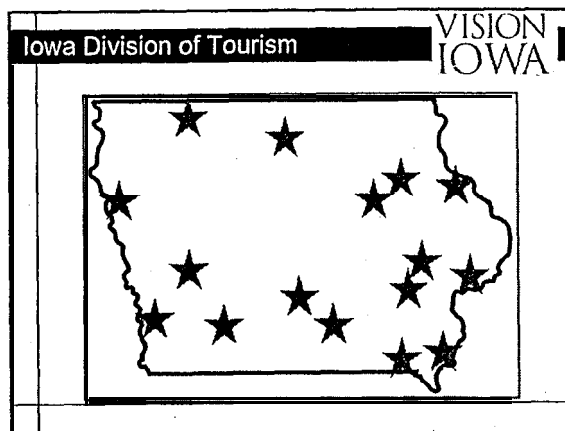
- Increase the growth of existing tourism businesses through advertising, co-op marketing, merchandising and customer service.



Iowa Division of Tourism
VISION IOWA

FY00 CATD Program

- 43 applications received
- \$48 million requested in state funds
- 25 projects funded



Iowa Division of Tourism
IOWA
COME BE OUR GUEST.

Community Attraction and Tourism

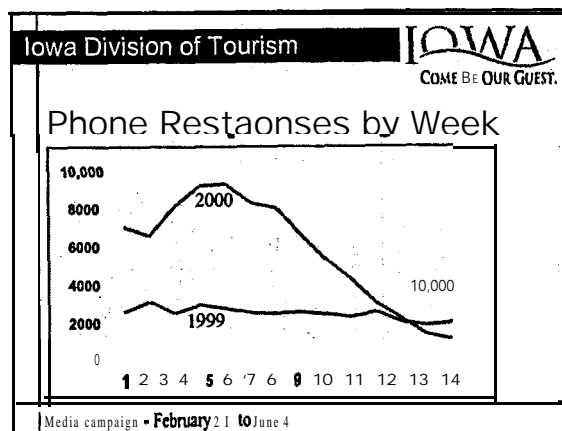
- \$12.5 million appropriation
- \$1.2 million for multi-media campaign
- Co-op marketing grant program

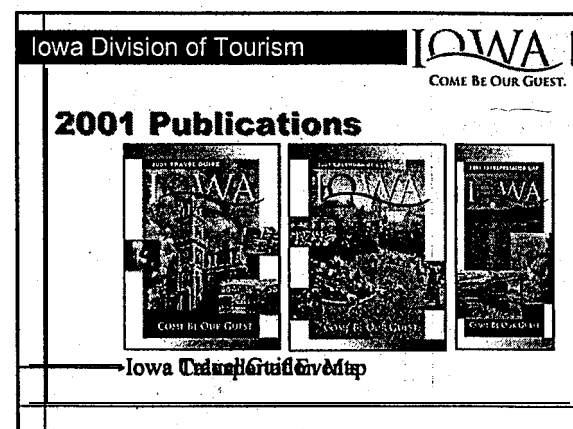
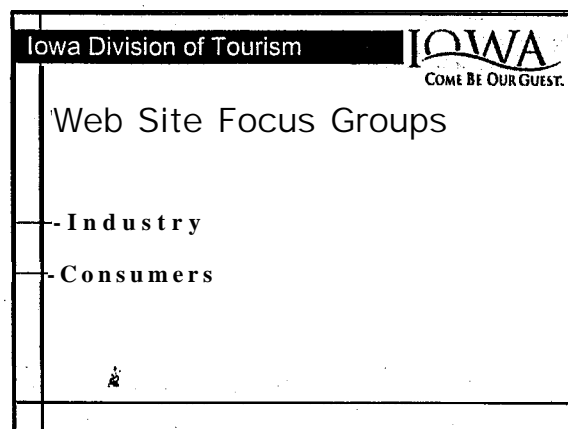
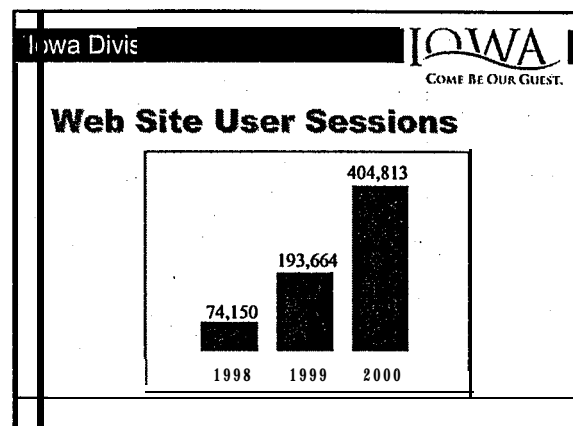
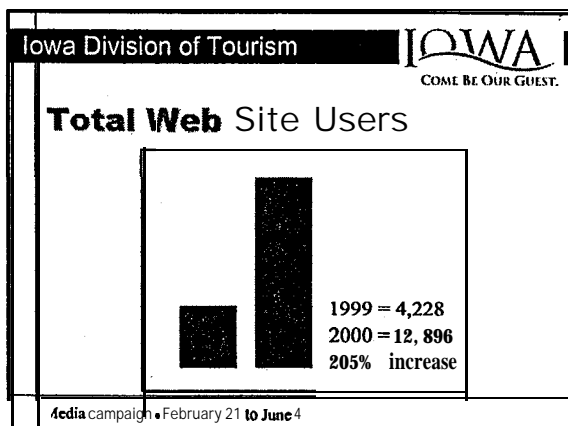
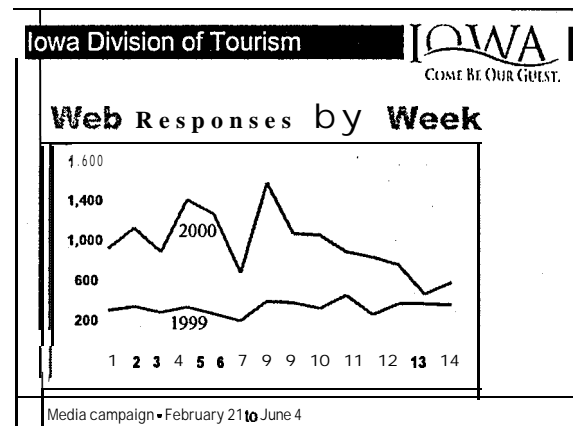
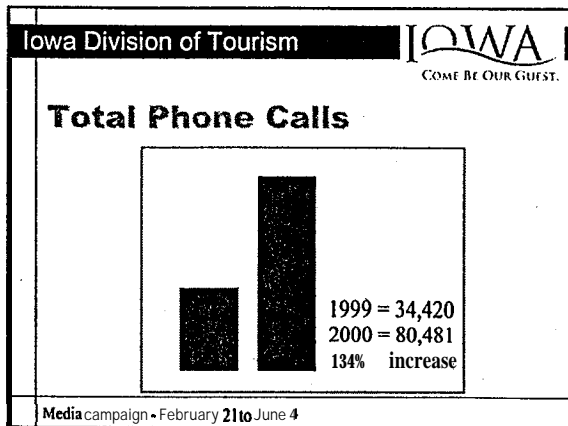


Iowa Division of Tourism
IOWA
COME BE OUR GUEST.

Multi-Media Campaign

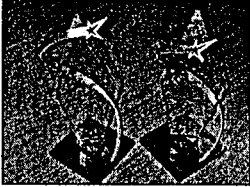
- February 21 - June 4, 2000
- Television - Outdoor
- Magazine → 800-345-IOWA
- Newspaper → www.traveliowa.col
- Radio





Iowa Division of Tourism **IOWA**
COME BE OUR GUEST.

Mercury Awards



—Travel Industry Association of America

Iowa Division of Tourism **IOWA**
COME BE OUR GUEST.

Telephone Follow-Up Survey

- Began calling on August 28
- Completed 701 interviews
- 60 percent actually took a trip
- 82 percent influenced by advertising
- 2.3 trips to Iowa
- \$212 spent during trip

Iowa Division of Tourism **IOWA**
COME BE OUR GUEST.

Web Site Follow-Up Survey

- Began e-mails on September 12
- Sent 4,772 e-mail messages
- 30 percent response rate in four days
- 76 percent actually took a trip
- 46 percent got Web address from advertising
- \$320 spent during trip

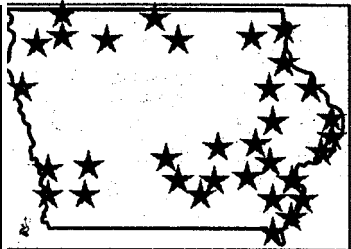
Iowa Division of Tourism **IOWA**
COME BE OUR GUEST.

Out-Of-State Cooperative Marketing Grants

- \$150,00 available
- \$5,000 maximum grant
- Must match dollar for dollar
- Must include Tourism logo
- Received 51 applications, funded 48 requests

VISION IOWA

Cooperative Grant Recipients



Iowa Division of Tourism **VISION IOWA**

Results of Co-op Marketing Grants

—Our data shows 310 ticket orders were placed from out-of-state, or 20 percent of our total ticket orders. Of this, 154 or 50 percent were new. We gained \$60,835 from out-of-state ticket sales this summer and the impact on Indianola was substantial.

-- Des Moines Metro Oper

Iowa Division of Tourism **IOWA**
COME BE OUR GUEST.

Cooperative Advertising


- Enhanced industry visibility
- Cost-effective impact
 - 11 different options
- The Iowan = \$175
- Meredith Premier = \$6,100

Iowa Division of Tourism **IOWA**
COME BE OUR GUEST.

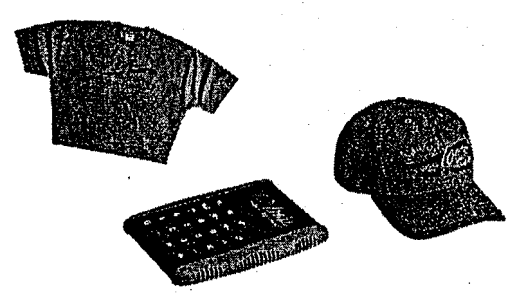
Iowa Lottery Partnership

- Scratch Tickets
- 1.7 million tickets printed
- Secondchancepackages
- Begins April 30,200 1

Iowa Division of Tourism **IOWA**
COME BE OUR GUEST.



Iowa Division of Tourism **IOWA**
COME BE OUR GUEST.



Iowa Division of Tourism **IOWA**
COME BE OUR GUEST.


Iowa 2010 goal:

- Iowa is a recreation destination, featuring the country's best network of trails, major new attractions, our natural prairies, rivers and woodlands, sports, arts, entertainment, our history and cultural heritage, and a healthy lifestyle focusing on exercise and sports participation as a central part of community life.

Iowa Division of Tourism **IOWA**
COME BE OUR GUEST.

Iowa 2010 Action Step:

- Bring Iowa's tourism advertising budget up to a level comparable to surrounding states.

Iowa Division of Tourism		
Marketing Budgets		
→	Iowa's budget is \$2.5 million	
→	Iowa's budget ranks 28th	
→	*Without the \$1.2 million from CAT, Iowa would rank 36th	
→	*Average budget in Midwest region is \$4.3 million	

